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## Canada: Two Decades of Rubicon: Jeep® Brand Reveals 20th Anniversary Editions of 2023 Wrangler Rubicon 4xe and 2023 Wrangler Rubicon 392

- Jeep® brand rocks Windy City with the most capable Wranglers yet
- Wrangler Rubicon 20th Anniversary edition packages feature new seven-slot grille, beadlock-capable wheels, 83-piece tool kit, triple hoop grille guard, steel bumpers, half-inch suspension lift, distinctive 20th Anniversary decals and more
- Interiors of Rubicon 20th Anniversary editions boast unique red-and-black leather seats and red leather-wrapped instrument panel bolster. The limited-edition Jeep SUVs also come with a special swing gate plaque and shifter medallion
- Mopar-designed, factory-installed, on-board air compressor available on Wrangler for the first time ever, exclusive to the Wrangler Rubicon 392 20th Anniversary edition
- Production of the Rubicon 20th anniversary models is scheduled to begin at the Toledo (Ohio) Assembly Complex in this quarter, with vehicles arriving in dealerships in Q2 of 2023

February 9, 2023, Windsor, Ontario - The Jeep® brand is proudly celebrating 20 years of the game-changing Wrangler Rubicon at the [2023 Chicago Auto Show](#) with the Wrangler Rubicon 20th Anniversary editions, the most capable Wranglers yet.

Available on both the 2023 Wrangler Rubicon 4xe and 2023 Wrangler Rubicon 392, the Rubicon 20th Anniversary edition packages each deliver the Wrangler Rubicon's legendary go-anywhere capability and unequaled spirit of freedom and adventure, designed to tackle the trail they're named after straight from the Toledo (Ohio) Assembly Complex.

"Twenty years ago, a small group of enthusiastic Jeep engineers affectionately known as the 'Lunatic Fringe,' with grit and determination and their personal credit cards, designed, engineered and developed the most capable Wrangler yet – the Jeep Wrangler Rubicon – and overdelivered on everyone's expectations because they knew it was what Jeep customers wanted," said Jim Morrison, senior vice president and head of Jeep brand North America. "Today the Rubicon model represents about a quarter of overall Wrangler sales, with more than 700,000 sold worldwide, and include the electrified Rubicon 4xe, the best-selling and most capable PHEV in Canada and the U.S. That same spirit of determination and ingenuity that led to the creation of the Wrangler Rubicon lives on in these new 20th anniversary special editions, providing unmatched capability."

The limited run of the 2023 Jeep Wrangler Rubicon 4xe 20th Anniversary and 2023 Wrangler Rubicon 392 20th Anniversary packages, available for order this month, are priced at a Canadian manufacturer's suggested retail price (MSRP) of \$10,995 and \$12,995, respectively. Production of the Rubicon 20th anniversary models is scheduled to begin at the Toledo (Ohio) Assembly Complex this quarter, with vehicles arriving in dealerships in Q2 of 2023.

### Rubicon electrified

The 2023 Jeep Wrangler Rubicon 4xe 20th Anniversary package, based on the Rubicon 4xe model and powered by a 375-horsepower 470-lb.-ft. plug-in hybrid (PHEV) powertrain, delivers 35 kilometres of all-electric range, fuel economy as good as 4.8 L/100 km and a nearly silent off-road experience. Bolstering the lineup of the Wrangler 4xe, Canada's best-selling plug-in hybrid, the extensive equipment list of the Wrangler Rubicon 4xe 20th Anniversary special edition package includes:

- New interpretation of the iconic Jeep brand seven-slot grille
- 20th Anniversary hood decals in electric blue theme

- 20th Anniversary swing gate plaque
- 20th Anniversary shifter medallion
- Half-inch suspension lift delivering:
  - 81.2 cm (32 inches) water fording (+ 1.2 cm; 0.5 inch)
  - 28.4 cm (11.2 inches) ground clearance (1.0 cm; + 0.4 inch)
- Triple hoop grille guard
- Steel bumpers (winch-capable front)
- 33-inch BFGoodrich All-Terrain T/A KO2 tires
- 17-by-7.5-inch beadlock-capable wheels
- 83-piece tool kit with canvas bag
- Integrated front off-road camera
- Heavy-duty steel rock sliders
- Gorilla glass windshield
- Unique red-and-black leather seats
- Red leather-wrapped instrument panel bolster
- Auxiliary switches
- All-weather slush mats

### **392 cubic inches + 20 years of Rubicon**

The 2023 Jeep Wrangler Rubicon 392 20th Anniversary package, based on the Rubicon 392 model and powered by a 470-horsepower 470-lb.-ft. V-8, accelerates from 0-96 km/h in 4.5 seconds and through the quarter mile in 13.0 seconds, making it the quickest, fastest and most powerful Wrangler. The Rubicon 392 20th Anniversary package's long list of special-edition content includes:

- Xtreme Recon Package
  - 35-inch BFGoodrich All-Terrain T/A KO2 tires
  - 17-by-8-inch beadlock-capable wheels
  - 4.56 rear axle ratio
  - Hinge-gate reinforcement by Mopar
  - Jack spacer by Mopar
  - Tire relocation kit by Mopar
  - Wheel flare extensions
- New interpretation of the iconic Jeep brand seven-slot grille
- 20th Anniversary hood decals in 392 bronze theme
- 20th Anniversary swing gate plaque
- 20th Anniversary shifter medallion
- Half-inch suspension lift delivering:
  - 87.6 cm (34.5 inches) water fording (+ 2.2 cm; 0.9 inch)
  - 29.4 cm (11.6 inches) ground clearance (+1.2 cm; 0.5 inch)
- On-board air compressor
- Triple hoop grille guard
- Steel bumpers (winch-capable front)
- 83-piece tool kit with canvas bag
- Heavy-duty steel rock sliders
- Integrated front off-road camera
- Gorilla glass windshield
- Unique red-and-black leather seats
- Red leather-wrapped instrument panel bolster
- All-weather slush mats
- Auxiliary switches

The 2023 Jeep Wrangler Rubicon 20th Anniversary special edition packages are available in nine exterior colours, including Earl, Firecracker Red, Punk'n, Hydro Blue, Sarge Green, Silver Zynith, Sting Grey, black and Bright White, with the Wrangler Rubicon 4xe 20th Anniversary package also available in Granite Crystal.

### **Wrangler Rubicon: 20 years of unmatched capability**

The Jeep Wrangler Rubicon was originally developed as an internal underground project, led by a small group of

passionate Jeep engineers who envisioned a more off-road-focused Wrangler, one that featured popular aftermarket capability upgrades as factory equipment, all backed by a full warranty.

The result was the most capable production off-road vehicle the world had ever seen – the 2003 Jeep Wrangler Rubicon. Introduced at Easter Jeep Safari in Moab, Utah, in spring 2002, the original Wrangler Rubicon started production in summer 2002, and went on to beat all sales expectations.

Each successive iteration of Wrangler Rubicon has added features to further enhance capability:

2003 Wrangler Rubicon (TJ):

- Front and rear locking differentials
- Rock-Trac transfer case with 4:1 low range
- Rock rails
- 31-inch off-road tires
- Dana 44 axles with 4.10:1 axle ratio

2007 Wrangler Rubicon (JK):

- New electronic disconnecting front sway bar for increased articulation
- Larger 32-inch off-road tires
- Available in both 2-door and 4-door variants
- 2013 Wrangler Rubicon 10th Anniversary (JK):
- New heavy-duty steel rock rails
- New steel front and rear bumpers (front winch capable)
- Half-inch suspension lift

2018 Wrangler Rubicon (JL):

- Larger 33-inch off-road tires
- Crawl ratio improved to 84:1 with manual transmission

2021 Wrangler Rubicon (JL):

- Off-Road+ added as standard
- Selec-Speed Control added as standard
- Electrified Rubicon 4xe introduced, offering nearly silent off-roading, 35 kilometres of all-electric range and 470 lb.-ft. of torque
- V-8 Rubicon 392 introduced, delivering 470 horsepower, 0-96 km/h in 4.5 seconds and standard Selec-Trac full-time 4WD system
- Optional factory 35-inch tires (Xtreme Recon Package)
- Optional 4.88 axle ratio improved crawl ratio to 100:1 with manual transmission

2023 Wrangler Rubicon 20th Anniversary (JL):

- Triple hoop grille guard
- Half-inch suspension lift
- 83-piece tool kit
- On-board air compressor (Rubicon 392)
- Standard 35-inch tires (Rubicon 392)

### **Jeep Brand**

Built on more than 80 years of legendary heritage, Jeep is the authentic SUV brand that brings capability, craftsmanship and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. The Jeep vehicle range consists of the Cherokee, Compass, Gladiator, Grand Cherokee, new three-row Grand Cherokee L, Grand Cherokee 4xe, Renegade and Wrangler and Wrangler 4xe. In Canada, Jeep Wave, a premium owner loyalty and customer care program, expands to Jeep Wrangler and Jeep Gladiator for 2023. Also available to all-new Grand Cherokee, Grand Cherokee L and Grand Cherokee 4xe owners, it is filled with benefits and exclusive perks to deliver the utmost customer care and dedicated support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom. All Jeep brand vehicles will offer an electrified variant by 2025.

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